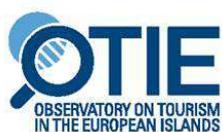


OBSERVATORY ON TOURISM IN THE EUROPEAN ISLANDS



PILOT PROJECTS



FINAL REPORT

INTRODUCTION

Within the InnoNauTICs Project, Observatory on Tourism in the European Islands (OTIE) had the task to define the methodology to be followed to achieve the pilot projects proposed by the project partners.

The main objective of each pilot project is to involve some enterprises which will be inserted into the on-line platform through which will also be possible to promote the sea tourism development, thus favoring the direct meeting among the enterprises of this field and its potential clients.

The methodology of pilot projects proposed by OTIE was presented and approved during the SC in Chios, in March 2011, as foreseen in the application form.

The first step was the definition of the pilot project and each partner responsible of the pilot project sent to OTIE its proposal and filled the technical planning chart, formulated by OTIE, having aimed at standardizing the proposals, so that they could contain the same type of information.

Each partner in its proposal defined the main actions to do for achieving these objectives: improving the capacity of innovation of the enterprises of the marine industry and increasing the level of attractiveness of the Mediterranean Islands, through the cooperation between public and private, the promotion of the Tic use, the development of international marketing actions and the sustainable development.

After the proposal each partner started in work on its project and they obtained different results.

This final report is the summary of each project, as for its actions and results.

PILOT PROJECT 1

TOURISM AND UNDERWATER ARCHAEOLOGY: BLUE ROUTES ALONG THE COASTLINE OF ORISTANO

Chamber of Commerce of Oristano



Introduction

Diving activities are getting increasingly important within the tourism sector, whose sporting and recreational aspects are combining ‘the interest for undersea environments with a taste for technology. Underwater tourism integrated by the archaeological sector has been a lesser element thus far, yet, it may represent a motivating challenge for local communities to enlarge their tourism offer. The project aims at promoting the improvement of services associated with underwater archaeological tourism, assuming it may offer an opportunity to the territory of Oristano and its production system. A valorization model for cultural resources may be worked out and then applied to the rest of the Mediterranean area, thanks to the support provided by advanced scientific authorities. All project, in fact has been realized in strict collaboration with Consorzio UNO –University in Oristano, then we have extended collaboration to other important agents of the Province, to enlarge our network and enhance the final output.

In this direction, the Oristano project will necessarily imply the contribution of a variety of stakeholders:

- The University of Sassari - Scuola di Specializzazione in Archeologia Subacquea edei Paesaggi Costieri, based in Oristano, in cooperation with it, Consorzio UNO, a support authority accounting for the organization of scientific and educational activities;
- The University of Cagliari - Centro di Ricerche sul Turismo, based in Oristano, focused on the study of tourism as a local phenomenon.
- The Marine Protected Area ‘Penisola del Sinis – Isola di Mal di Ventre’, based in Cabras, instituted by Decree of the Ministry for Environmental Protection;
- The Province of Oristano and coastal Municipalities, in their respective authorities as to the promotion of the development of production activities, concerning the conservation and valorisation of cultural/environmental heritage, etc;

The Harbour’s Master Office of Oristano and the Corps of Italian Navy.

The number of tourist catalysers in the territory of Oristano is expected to

increase by means of a sophisticated operation performed under a methodologic and scientific profile. To capitalise resources offered by the involved academic institutions, they should be made available to production activities, in order to trigger one of those virtuous circles marking areas that can boast the highest development rates – an action coupling scientific research with education, teamwork skills, professional training and ability to stay in the market.

Objectives of the project and description of the project idea

The project aims at promoting the improvement of services associated with underwater archaeological tourism, assuming it may offer an opportunity to the territory of Oristano and its production system. A valorization model for cultural resources may be worked out and then applied to the rest of the Mediterranean area, thanks to the support provided by advanced scientific authorities such as the ‘Scuola di Specializzazione in Archeologia Subacquea e dei Paesaggi Costieri’ (Specialization School in Underwater Archaeology and Coastal Landscapes), University of Sassari, and the ‘Centro Ricerche sul Turismo’ (Tourism Research Centre), University of Cagliari.

Description of the project idea

The project will be designing a local tourism offer based on the submerged cultural heritage, making the object of a valorization action for tourism purposes. Also, the professional growth of the operators involved in the offer will be focused on the acquisition of knowledge and skills required to provide tourists with a highly specialized service. This will allow operators to increase their competitiveness in the market, compared to other tourist destinations.

First of all, an in-depth investigation will be carried out on the underwater heritage present along the coastlines of Oristano, with reference to the territory falling within the competence of the Chamber of Commerce of Oristano. Investigations will be conducted by researchers from the University of Sassari, working at the Specialization School in Underwater Archaeology and Coastal Landscapes. The investigation will aim at making an inventory of the whole heritage identified at the starting date; subsequently, in cooperation with scuba-diving operators registered at the Chamber of Commerce of Oristano, two archaeological sites will be selected as showing the best requirements for tourist valorization activities, including educational purposes. The above-mentioned selection will be followed by an action meant to enhance the chosen archaeological sites, under the guidance and coordination of the Archaeological Superintendence, in cooperation with the University of Sassari, the Harbour’s Master Office of Oristano and the MPA ‘Penisola del Sinis – Isola di Mal di Ventre’. The UNESCO Convention for the safeguard of the underwater cultural heritage strongly recommends to avoid the collection of any items from the sea bottom, as far as possible. This would lead to perceive the sea as an enlarged museum, where the evidence left by ancient men, survived to be shared by contemporary lives, may be interpreted with no alteration of its original context. Indeed, by creating the proper conditions to ensure a safe permanence of finds on the seabed, they can be gathered into an itinerary, or a park, allowing visitors to find them in their original position. In this way, connotations resulting from millennia of stillness would be kept intact, as well as the original collocations given by our ancestors. Therefore, this valorizing action will be put into practice by providing each find with an educational table and a linking tool consisting of guiding ropes in different colours, marking the difficulty level of each route, and a surface buoy

signalling their localisation. Another essential key in this valorisation process is the installation of a remote-control system to ensure the protection of the site integrity and the finds kept in it. This system can be easily created by means of a circuit of underwater cameras connected to fixed stations, which may also serve educational purposes at a distance, as in the case of the Roman wreck at Cala Minnola in the island of Levanzo, Aegadian Islands. Parallel to this process, a survey will be carried out by researchers from the Tourism Research Centre, University of Cagliari, in cooperation with the Chamber of Commerce of Oristano. The list of registered companies will be examined, in order to identify enterprises operating in the following sectors: diving, even when not directly linked to the cultural sector; archaeological and cultural heritage tourist services; tourism in general. These companies will be invited to apply for the award of the 'Underwater Archaeological Friend' quality tourism brand (registered brand, property of the Chamber of Commerce of Oristano). A committee composed of researchers from the University of Sassari (with competence in underwater archaeology) and Cagliari (with competence in tourism) and representatives of the Chamber of Commerce of Oristano will draft the preliminary specifications of the quality brand, identifying requirements and proceedings for every single branch of the sector (scuba-diving operators, other operators involved in services related to cultural heritage, travel/incoming-travel agencies, etc.). A key element of the project is a training course reserved to companies applying for the quality tourism brand, including a specific training on underwater archaeology and the archaeological heritage present along the coastlines of Oristano, with special reference to the submerged archaeological sites identified in view of their enhancement and consequent use. The University of Cagliari will carry out a feasibility study to design the relevant tourist packages, in cooperation with two students graduating in Economics and Management of Tourist Services, who will draft a final report after a training stage at the project partners' offices.

The feasibility study will be put at the disposal of companies awarded with the quality brand, allowing them to develop – in total autonomy, as required by any entrepreneurial activity – their tourist packages for sale.

Goals

Increasing tourist services on the coasts of Oristano.

The increase is meant in terms of quality improvement for a set of services available to tourists, related to the 'sea' and 'culture' segments. The target is to qualify the tourism offer of Oristano in view of underwater archaeology tourism, by raising service standard levels and operators' professionalism.

Introduction of a quality certification for diving professionals specialized in underwater archaeology.

The target is to award a quality brand to a minimum of 20 tourist operators registered at the Chamber of Commerce of Oristano by summer 2012.

Design of two blue routes (tourist routes throughout the submerged archaeological heritage).

What has been guarded onto the seabed may become an essential part of an enlarged and structured museum, gathering naturalistic, landscape, anthropological and historic - archaeological valuable features. All of them will cast light on the history of the relationships between man and sea, within the framework of a comprehensive tourist cultural development.

As a function of such ever-growing interest, 2 actual underwater archaeological parks are being planned, in the form of straight itineraries (i.e., guided routes through single sites and finds), subjected to protection and monitoring and, naturally, accessible on the occasion of non-specialist tours as well.

Creation of tourist packages centered on cultural tourism.

Every single operator will have the exclusive competence to create and sell tourist packages, meant as offers addressed to users, having as their object travels, holidays and ‘all-inclusive’ circuits, with a scheduled combination of at least two of the following elements: a) transport; b) accommodation; c) tourist services not related to transport or accommodation, such as tourist guides or excursions, representing an essential part of a ‘tourist package’. On the other hand, the project target is the draft of a feasibility plan to be used in the executive design of tourist packages and their availability for sale by certified operators.

Input of operators in the InnoNauTICs web portal.

In accordance with OTIE Guidelines, one of the project targets is to acquire the availability of enterprises inside the InnoNauTICs platform. Data input will be performed by the Chamber of Commerce of Oristano, which will also take care of contacts and availabilities based on the enterprises identified by the analysis performed by the Tourism Research Centre, University of Cagliari.

Realization (actions) of the project

The realization of the project has followed the scheme described in previous section.

First goal: Touristic packages

First of all we have worked on the realization of two touristic packages on tourism, sport and archaeology. We have collaborated with Consorzio UNO – University in Oristano, that has coordinated the material realization of the packages. Each package, in fact, has been realized with the technical support of a travel agency and the work of a student of the course of Study of Economics of touristic services, supervised by a professional tutor chosen by the University, identified in Prof. Giovanni Melis.

The first package, called “Tells the sea” is related to underwater archaeological ruins, concerning two areas of Oristano Province: Su Pallosu and Porto Mandriola.

Here the poster:

TELLS THE SEA

PUTZUIDU: località “Su Pallosu” e “Porto Mandriola”



Soaking in the beautiful waters that surround the town "Pallosu" and "Port Mandirola" (prov Oristano), you can come into contact not only with the local flora and fauna, but also with everything that the sea holds: you will see not only beautiful appearance of archaeological finds that speak about our past, but, above all, the origins of the history that led us to become a friendly and loved population. With arrival on Friday and departure on Sunday, spend here an exciting weekend, which will remain forever in your memories.

€ 420,00 for person with arrival from Cagliari

€ 450,00 for person with arrival from Alghero

ANTS

tano, with half board, transfers to

Contact for bookings:

ConsulViaggi, via San Benedetto 88, Cagliari

Tel: 070/493434



The package is sold by agencies of all Sardinia and will be uploaded on the web platform. The package is sold by agencies and NOT BY THE Chamber of Commerce of Oristano, so agencies define the price and receive revenues, NOT the Chamber of Oristano.

The second package is called “Wind of Change”, here the poster:

Wind of Change

A DIFFERENT HOLIDAY: SPORTS, ADVENTURE AND FUN ON THE MOST BEAUTIFUL ISLAND OF MEDITERRANEAN



America's Cup fever? Have you always wanted to "jibe" but you never had the opportunity to ask someone what does it mean? Kilometers of coastline and blue sea, sports, entertainment and cocktails on the beach until late at night. Hawaii? California?

Oristano!



A nice long week-end in Oristano, including windsurf and fun: two whole days to learn the basic techniques and to practice one of the most beautiful and exciting sport. Discover the coastline on board of a catamaran 16 with an experienced skipper.

€ 347,00

The price includes: Accomodation **** 3 nights HB, 2 lessons and practice with WindSurf, one tour with Catamaran Hobie 16

The price NOT include: flight, miscellaneous extras, and anything not specified above under 'the price includes'.

It refers to sport activity, in particular surf activities. It is a common sport, wide spread all over the beaches of the province that are famous for their natural characteristics, as wind that help surfers to enjoy their performances. The package is sold by agencies of all Sardinia and will be uploaded on the web platform. The package is sold by agencies and NOT BY THE Chamber of Commerce of Oristano, so agencies define the price and receive revenues, NOT the Chamber of Oristano.

The third and last package is always related to sport activities "Sardinia by kayak", here the poster:



Sardinia by kayak

IS ARUTAS – PUTZU IDU – CAPO MANNU – SA MESA LONGA



A great opportunity to discover wild and fascinating landscapes. Surf the great blue sea, where the sky meets white-quartz-beaches in Is Arutas. Quietly exploring the prehistoric rock carvings that plunge into the sea. Do all this on a safe and enjoyable kayak assisted by experienced instructors.



Sport and nature combine to provide a unique experience in the most beautiful island in the Mediterranean

€ 246,00

The price includes: Hotel Raffaele**** 3 nights HR, n. 2 tours by kayak, kayak rent, safety equipment, transport.

The price NOT includes: flights, miscellaneous extras, and anything not specified above under 'the price includes'.



This last proposal is about a specific sport that is possible to enjoy on our “beaches”.

Even in this case, the package is sold by agencies of all Sardinia and will be uploaded on the web platform. The package is sold by agencies and NOT BY THE Chamber of Commerce of Oristano, so agencies define the price and receive revenues, NOT the Chamber of Oristano.

Second goal: quality certification

The second action was aimed at promoting nautical and tourist activities in the province, focusing on quality. Hence the idea to work out the concept of a quality certification, whose main goal is to certify the quality of enterprises, in terms of services offered, availability of operators, respects of deadlines, consistency between service offered and service actually provided, knowledge and respect of the province territory.

We have worked, always in collaboration with Consorzio UNO, for the realization of a quality certification. The University has coordinated the material realization of the certification. First of all, a disciplinary has been realized by a professor of the University of Cagliari, specialized in this field of activity. Before to have the final version, we have organized lots of meetings and seminars between the professor, and all enterprises interested on the certification. These meetings had had the aim to understand their characteristics and needs, in order to realize a disciplinary that could involve all the territory in the better possible way. Following these meetings the professor has collected all suggestion obtained by enterprises and has realized the first draft of the disciplinary and all related documentation. We have discussed this draft with enterprises and then the professor has defined the final version. We have introduced it to all enterprises of the Province and since this summer they could start to ask the certification.

Obviously the disciplinary includes all details necessary to selects enterprises and to define their quality level. You can find attached a copy of the disciplinary and all related documents.

Third goal: Blue routes and training course for touristic guides

To develop this goal, we have worked on two lines:

- definition of two archaeological routes
- course for touristic guides

We have realized two archaeological routes, in collaboration with Consorzio UNO that has coordinate the realization, especially in collaboration with the Specialization School in Archaeological goods with seat in Oristano (the only one in Italy). These two routes are related to archaeological sites placed into the province of Oristano. In particular each route concentrates on a specific place:

1. Su Pallosu

**TURISMO E ARCHEOLOGIA SUBACQUEA:
PERCORSI BLU LUNGO LA COSTA DI ORISTANO**



**Le macine di Su Pallosu
The millstones of *Su Pallosu***



Isola di Mal di Ventre
Is. Aruttas
San Salvatore
San Giovanni di Sinis
Thamos



2. Cala Saline



These are two important sites in our territory.

Attached to this document, you can find:

1. leaflet for each route (Italian and English)
2. summary dossier for each route
3. introductory text for each route

These routes will be available by the enterprises that have enrolled the platform. They will offer this kind of service, compatibly with their activity. Each route will be taught, executed by a touristic guide. This is the second line action of this goal. In fact, we have realized also a training course with the aim to create a specific figure, the touristic guide. All people that have attended the course had the possibility to sustain an exam, at the end of the course, and obtain the title. The achievement of the title gave them the opportunity to enroll the regional registry of touristic guide and to practice the activity all over the Region. All people that have obtained this title will be able to execute the route, obviously followed by a qualified diving instructor or guide.

Moreover, it is necessary to precise that each route will be executable with or without a guide. This means, if a tourist has all capacities to do the route alone he can do that. Otherwise, for all tourists that have not necessary abilities, a guide is available (touristic and diving guide).

It is important to underline that routes will be executable by touristic and diving guides that have participated to InnoNauTICs project.

Results

In conclusion we have followed the initial schedule, pursuing the goals we have initially defined.

2. Increasing tourist services on the coasts of Oristano

This result has been a consequence of all actions we have implemented and promoted abroad. Each action, in fact, has been promoted through the platform and our website. This way we think to have diffused the knowledge of the project, increasing tourism and touristic services on the coast of Oristano;

3. Realization of two touristic packages

We have realized the two packages initially defined, one about archaeology and one (divided into two sections) about touristic sports.

Each package has been realized in Italian and then translated into English, French and Spanish.

Following, packages have been sold by travel agencies of the territory since this summer.

4. Quality Certification

We have realized a disciplinary that rules the certification and defines its characteristics as well as characteristics that enterprises need to have. With the disciplinary has been defined also all the related documentation (application form to ask the certification, forms to declare activity and characteristics, etc).

Enterprises have begun to enroll since this summer.

5. Blue routes and training course for touristic guides.

We have realized two routes related to archaeological sites of the province. The sites are: Cala Saline and Su Pallosu. Following, we have organized a course to train and “create” a figure able to execute these routes. We have concluded the course with about 20 participants. About the 30% has required to enroll the regional registry. When they will have the title, officially, they will be able to execute the route.

PILOT PROJECT 2

Joint pilot sailing training exchange program

CCI Heraklion and Mallorca



Introduction

InnoNauTICs is a transnational cooperation project between Mediterranean islands mainly aimed at developing an electronic platform that will enable the promotion of nautical tourism and will favor cooperation between the entrepreneurial sector and the potential users. Its transnational character and heterogeneity lay, among others, in the fact that nine partners from 4 countries participate in InnoNauTICs, gathering together the main public and private agents operating on insular territories (Chambers of Commerce, Regional Governments and Mediterranean Associations at insular level).

The project, promoted by the Network of the Insular Chambers of Commerce and Industry of the European Union (INSULEUR) is funded with nearly 1 million Euros by the EU MED Program. Its aim is to promote innovation amongst the SMEs of the nautical sector, as well as to develop the nautical tourism towards the European islands.

Initially, this portal is launched including only the offer of some islands of Spain, Italy, Greece and France, although the goal is to expand to the other islands of the European Union.

The project foresees the implementation of five pilot projects in the areas of nautical sports (promoted by the Chamber of Mallorca), historical and natural routes (sponsored by the Association of Greek Chambers EOAEN), training in the sector (promoted by Chamber of Cagliari – Sardinia), archaeological routes (sponsored by the Chamber of Oristano) and a joint exchange programme (promoted by the Chamber of Heraklion – Greece).

Objectives of the project and description of the project idea

The main goal of InnoNauTICs is to reinforce the innovation capabilities of the SMEs of the nautical sector through the creation of transnational cooperation initiatives that will allow the modernization of a key sector for the insular Mediterranean economies. All SMEs in the Mediterranean are facing serious problems of competitiveness due to their small size and the difficulty to access innovation and financing. In this sense, InnoNauTICs deals with the modernization, internationalization and the provision of innovative solutions to the SMEs of the nautical sector. This strategy will be reinforced by the start-up of pilot actions in different insular regions and by the design and implementation at transnational level of a technological platform for networking and transferring innovative solutions that will help developing the

nautical tourism and will increase the competitiveness of the Mediterranean nautical sector enterprises.

There is a need to internationalize the nautical sector, to ensure that companies innovate and provide quality services in line with international quality standards of the industry. Besides, because of its traditional anchor and size, the SME sector does not innovate as much as it should. These enterprises have difficulties to access to advanced technology and have no access to gateways that encourage the transfer of innovation between businesses. This is why, on the last phase, the project will set up an International Center for Innovation and Quality of the Nautical Sector.

Specific objectives

- To encourage the cooperation between public and private agents.
- To stimulate the use of ICT.
- To develop international marketing activities.
- To promote sustainable development.

| | | |
|--|---|-------------------------------------|
| PARTNER | HERAKLION CHAMBER OF COMMERCE AND INDUSTRY & MALLORCA CHAMBER OF CO | |
| TITLE OF THE PILOT PROJECT | JOINT PILOT SAILING TRAINING PROGRAM | |
| TYPE OF INNONAUTICS PILOT PROJECT | | |
| <input checked="" type="checkbox"/> | Nautical Sports | <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> | Joint Nautical program | Training |
| GOALS OF THE PILOT PROJECT | | |
| <p>This pilot project aimed to reinforce nautical tourism in the Mediterranean region through training. It was based on the exchange of best practices and experiences among InnoNauTICs partners. The overall goal was to develop as much as possible the transnational character of the project. Moreover, this pilot project aimed to demonstrate that nautical tourism can be combined with other forms of alternative tourism, such as cultural, gastronomic, athletic etc. The action aimed to attract sailing trainees, as well as tourists that would like to combine training, sailing, and culture for their vacation.</p> | | |
| INNOVATIVE ITEMS | | |
| <p>In the context of InnoNauTICs Project, the Heraklion Chamber of Commerce proposed the implementation of a joint pilot initiative regarding the realization of exchanges between sailing trainees among partners' countries. The idea of this initiative was generated from the</p> | | |

need to make this project as much interactive as possible, as well as from the partners' need to strengthen the project's innovative aspects. Taking into account the project's general concept, that is, the reinforcement of SMEs Innovation Capacity in the nautical sector based on the implementation of innovative transnational initiatives of cooperation, partners decided that this project constitutes the perfect opportunity to lead Mediterranean cooperation in the nautical sector one step forward.

Realization (actions) of the project

1ST PHASE OF JOINT PILOT ACTION – HERAKLION CHAMBER OF COMMERCE

In the context of the European project “InnoNauTICs”, the Heraklion Chamber of Commerce along with the nautical foundation of Heraklion, have provided-at a pilot stage- a fifteen day training seminar of yachting, named “**Active Crew**”, to foreigners and local visitors of our island. The training was provided for free and was co-funded by the Heraklion Chamber of Commerce. It commenced on October 24 and ended on November 5 2011.

In the context of the practical and theoretical training that the yachting club offered, the “**Active Crew’s**” activities were:

- Terminology (sailing and nautical terms)
- Getting to know with the sailboat
- Basic nautical hubs
- Sails' aerodynamics
- Sails' trimming
- Handling of sailboat with sails and engine
- Fundamental principles of shipping
- Electronic shipping
- Communication in the sea
- mooring
- Sailboat handlings
- International regulation of impact avoidance in the sea
- Fundamental principles of first aid
- Shipping exercises
- KARPA

The training procedure of the above mentioned fields was realized in 24 hours of practical training and in 10 hours of theory.

Training hours:

2 sailboats

Sunday 25/9 8 hours practical exercise from 10:00 – 18:00

Sunday 2/10 8 hours practical exercise from 10:00 – 18:00

Sunday 9/10 8 hours practical exercise from 10:00 – 18:00

Practical lessons



Certificates



2nd PHASE OF JOINT PILOT ACTION MALLORCA CHAMBER OF COMMERCE

In the context of the European project “InnoNauTICs”, the Mallorca Chamber of Commerce along with the Real Club Nautico of Palma, have provided-at a pilot stage- an advanced four day training sailing seminar, named “**Active Crew**”, to students from Heraklion. The training was provided for free and was co-funded by the Mallorca Chamber of Commerce. It commenced on October 1st and ended on October 4th 2012.

During the 1st day of the pilot report, the group arrived in Real Club Nautico of Palma. The group was welcomed by the administrative board and was given a visit to the club’s facilities. Afterwards, there was a briefing from the club’s instructors regarding the courses and after a coffee break, the sailing group visited the acting manager of the marina of Palma. During this

visit, there was a general discussion over the nautical infrastructures of Palma and how these help sailing activities in the area.

During the 2nd day, there were held two theory courses at the Nautical Club. The first was dedicated to ocean sailing. More specifically, Hugo Ramon, instructor of the Real Club Nautico of Palma, gave a 2 hour presentation of his transatlantic sailing trip explaining main norms of ocean sailing. Afterwards, there was another 2 hour presentation from the sports' manager, Manu Fraga, focusing on the organization of events and in dissemination activities regarding the attraction of sailors in the club.

The third day was dedicated to sailing courses, on j 80 boats. There were three teams, each consisting of 4 sailors including an instructor. The courses took place out of the marina Palma, close to the open sea. The team had the opportunity to race with Hugo Ramon, European Sailing Champion.

The fourth day, a big sailing boat took on board the entire sailing group. The group was instructed about sailing rules, on first aid in sailing, and was given lessons of team building. The sailing group was given the chance to sail in such a big yacht and improve organizational and team skills.

Briefing from Hugo Ramon



Presentation on ocean sailing



Presentation on events' management



Tack



Champions



Team building



Results

This seminar was aimed at basic to intermediate and finally highly qualified sailors who wanted to improve their racing skills and results by better understanding the Racing Rules of Sailing and their tactical implications. The sailors undoubtedly learnt many key aspects of the rules needed to get racing. Animated boat-on-boat scenarios provided challenging problems on starting, mark-roundings and mid-course encounters that encouraged open discussion and provided interactive training. For instance, Christina Garaki, one of the participants of the mission in Mallorca, gave the following answer when she was asked about the match races that took place the third day of the mission in Palma:

“Like every morning we set off today from the hotel at 9:00 and reached the RCN, excited since we were going to participate in a Match Race with J 80 boats.

The vessels are one design racing which means the same boats with the same sails. The Match Race is a competition in which pairs of 2-4-6-8 boats participate according to the number of crews. Each crew competes at the same time with only one crew, in contrast to Fleet Race in which all crews jump in the field with all their boats. This round in which one competes against one is known as round dropping. The crew with most victories takes the first position, and accordingly the second, the third and so on. At the end there are finals among the first four to designate the 1st and the 2nd and semifinals for the 3rd and the 4th.

We were separated into three groups of four people plus the three trainers for the steering wheel and the race started. The first pair played against each other and the third crew was watching from a dinghy acting as a judge to see if the competing crews fouled. When the first pair finished, the winner got into the dinghy and the third crew into the boat to face the losing team. After everyone had run with everyone the crew with most victories was the winner. Since the crews were only three there were no finals or semifinals and thus the winner was the crew who came first in the round dropping.

The helmsman of the winning crew is the Bowman of the crew that won the international championship J 80 in 2012 and he is an outstanding sailor.

This was a great experience for us all as we were given the opportunity to run with a boat which although I know very well we don't have it here in Greece, and because we ran together with exceptional sailors”

It is obvious, from the above abstract, that the experience for the sailors was unique, both in terms of practical and theoretical instruction and one of its kind. Students exchanged cultural values and had the chance to promote their nautical education to each other. Moreover, enterprises and institutions from both islands had the chance to get acquainted with the different marina infrastructures of the ports of Heraklion and Mallorca. It is quite stunning that students from both missions have made comparisons of the two marinas and have sent several reports such as reports regarding differences in infrastructures, in boats, environment etc.

The success of this joint pilot action lies both in its transnational character as well the willingness of stake holders of the nautical sector for further cooperation, something which is going to be guaranteed by protocols of cooperation signed from HCCI, the Port Authority of Heraklion, and the Open Partnership of Touristic Development of Crete.

PILOT PROJECT 3

Seaside training for the Nautical Sector and Tourism

Chamber of Commerce of Cagliari



Introduction

For the InnoNauTICs project, the Chamber of Commerce of Cagliari, had the pleasure of realizing the part relating to Seaside training for the Nautical Sector and Tourism.

On 25 June 2012 was made at the Chamber of Commerce of Cagliari the info Day InnoNauTICs in collaboration with Ms. Giovanna Sclafani, OTIE Director, who she presented the new on-line platform nauticaleurope.com.

In addition to providing useful information on how to join the platform Nautical Europe, the presentation of InnoNauTICs was also a chance to meet and exchange ideas with local operators of nautical sector have highlighted the existence of structural problems in the field of pleasure boating respect to which the leaders of the Chamber of Commerce and Assonautica gave availability for the convening of a technical institutional aims to find answers in terms of simplification and homogenisation of the obligations to which they are subjected operators and tourists who today constitute an obstacle to development the sector and in that occasion there was also talk of the pilot project that it aim of innovative a formation of the nautical tourism with the creation of new highly qualified professional. In fact with a pilot project "Seaside training for the Nautical Sector and Tourism", The Chamber of Commerce of Cagliari it aimed is to become the vehicle for helping and supporting all Nautical SMEs to develop, improve and grow the locally and international markets, offering qualified professionals.

For these reasons, the Chamber decided to organize two training courses aimed at the creation of the new professional figure of "Skipper Animator"; one course for students of an high school of nautical of Cagliari and an other course for people who already working in the nautical sector.

Objectives of the project and description of the project idea

In the context of InnoNauTICs Project, the Cagliari Chamber of Commerce proposed the implementation of a pilot initiative regarding :

- the training of new professionals and guidance for young people to jobs and skills related to different sectors of the sea
- upgrading the skills of staff already employed within the sector
- analysis of the specific needs of companies in order to sustain competitiveness and innovation, with special attention to SMEs and craft enterprises in the maritime sector
- to promote cooperation and exchanges between different actors within the sector in order to facilitate networking and dissemination of good practice

The idea of this initiative was generated by the need to make this project as much interactive as possible, as well as the partners' need to strengthen the project's innovative aspect.

Taking into the account of project's general concept the reinforcement of SMEs Innovation Capacity in the nautical sector based on the implementation of innovative educational methods, constitutes an opportunity to develop regional networks to manage local markets, and to connect those networks in one large European super-network.

The training was carried out with the cooperation of external experts specialized in educational. The courses took place in Cagliari in order to involve the local stakeholders.

The project, looking for an integration between different social and economic actors had as its first and main goal the training of a new professional figure.

The project fostered the creation of new and real highly qualified jobs. In fact it aimed is to become the vehicle for helping and supporting all Nautical SMEs to develop, improve and grow the locally and international markets, offering qualified professionals.

The most significant applications provided by the project were:

- empowerment of the nautical sector and of the nautical tourism;
- increase the knowledge of human resources working in the field;
- increase the knowledge of students of the nautical sector;
- increase the highly qualified workers in the enterprises.

To obtain the expected results, the Chamber has called operators of the nautical sector about the training needs of local enterprises.

Enterprises have expressed the need to train highly qualified professional figures with knowledge and transversal skills.

It is thought, therefore, to produce a training course that was different topics such as:

- Marine biology
- Psychology of group - communication and team – building
- Skipper sailingboat
- Captain motoryacht
- Work on yachts

To obtain the objective were selected external experts of the topics mentioned above. The teachers had the task of training people to play the role of “Skipper animator”. This professional, absolutely new, is emerging as a sort of "tourist guide marine", which combines the ability to conduct the center of the knowledge of the historical and natural heritage, for the benefit of tourism development and alternative experiential.

Realization of the project

In the context of InnoNauTICs pilot Project, the Cagliari Chamber of Commerce realized a initiative that it aim of innovative a formation of the nautical tourism; The Chamber organized two training courses aimed at the creation of the new professional figure of "Skipper animatore".

The Chamber of Commerce of Cagliari organized two courses, one for students of the “Istituto Nautico Buccari” of Cagliari and an other course for people who already working in the nautical sector.

The Chamber of Commerce of Cagliari for the organization of the courses of “Skipper animator” has prepared the call for participation, selected the topic to be explored during the course, selected the teachers and prepared teaching materials, published the call for participation and selected the participants. On 8 October, have started training and was completed on 24 October. The courses are based on the subject: marine biology, psychology of group - communication and team – building, skipper sailingboat, captain motoryacht and work on yachts. The courses were held in 13 days of lessons and each course lasted 50 hours.

The courses were attended by 63 participants, 33 of the students "Istituto Nautico Buccari" and 30 people of the nautical sector.

Students who have applied for the course were:

| | | |
|-------------------|-----------------|--------------------------|
| Maurizio Carboni | Cinzia Fadda | Stefano Loi |
| Tommaso Carrusci | Andrea Farris | Asja Anna Regina Marcia |
| Riccardo Casu | Simone Garau | Matteo Massa |
| Andrea Cau | Alex Lecca | Carlo Mattiuz |
| Andrea Contu | Erika Lecca | Stepan Milia |
| Riccardo Demurtas | Matteo Limbrici | Andrea Mulas |
| Karima Diki | Riccardo Taddeo | Andrea Vincis |
| Nicola Mura | Davide Murgia | Jessica Viridis |
| Dimitri Pankuf | Gianluca Puddu | Riccardo Gildo Saraniero |
| Gianluca Pirisi | Nicolò Putzu | Riccardo Sabiucchi |
| Nicola Pisu | Riccardo Saiu | Andrea Salis |

Students of “Istituto Nautico Buccari” of Cagliari



Operators who have applied for the course were:

Michele Barranca
Stefano Caboni
Barbara Cao
Manuele Cara
Alessandro Carboni
Simona Casula
Emanuele Castriotta
Marco Cireddu
Massimo Coni
Gianluca Costa
Alessio Fadda

Giovanni Fara
Rita Giannottu
Hoder Grassi
Federico Marcis
Flavio Melis
Michele Minnei
Marco Mentisci
Marco Murgia
Danilo Paglietti
Andrea Pili
Alberto Porcu

Paolo Putzolu
Annalisa Serri
Emiliano Simone
Davide Torelli
Luca Torelli
Nicola Trastu
Gianmarco Trois
Cristian Vargiu

Operators of nautical sector



The training courses held from 8 to 24 October 2012 for 13 lessons, Monday through Friday, for 50 hours in total. The topics discussed in each course were as follows:

MARINE BIOLOGY: 10 hours

1. What is Marine Biology;
2. Oceanographic characteristics and evolution of the Mediterranean;
3. Introduction to ecology: the trophic chain and relationships between organisms, marine animals and their ecological role
4. The meeting and study of cetaceans at sea: sighting and correct approach of the animals;
5. Notes on the physico-chemical characteristics of the sea;
6. The marine environment;
7. Classification and description of the main organismi of flora and fauna;

PSYCHOLOGY OF COMMUNICATION GROUP and TEAM-BUILDING: 16 hours

1. Definition of the group;
2. Because the establishment of groups;
3. Group dynamics;
4. The intra-group conflict and intergruppo;
5. Ways to foster collaboration within the group;
6. Specific psychological group that is formed in the boat;

1. What is meant by communication;
2. The elements of communication (broadcasting, receiver, channel, code, ...)
3. Verbal, Non-verbal and para;
4. Relational aspects of communication;
5. Aspects of effective communication and not.

THE SKIPPER SAILINGBOAT: 12 hours

A) creation of tourist routes and water:

1. Choosing a boat - type – customer
2. Organization itinerary - weather
3. Creation of tourist routes and nautical SOUTH and WEST Sardinia
4. Creation of tourist routes and nautical NORTH and EAST Sardinia

B) animation techniques and organization of tourism services:

1. Training and qualifications of the skipper

2. Methods and techniques of animation - the relationship with the customer
3. Equipment

THE CAPTAIN MOTORYACHT: 6 hours

1. Professional skills;
2. The yacht;
3. Equipment;
4. Choice of routes, ports and harbors;
5. Programming of navigation;
6. Ports and concentration of tourist accommodation.

WORK ON YACHTS - CHARACTERISTICS AND POTENTIAL: 6 hours

1. The crew: the roles of the skipper, the stewardess and sailors;
2. The CV of the skipper;
3. Characteristics of the seabed of the Mediterranean;
4. Natural and cultural sites of the Mediterranean.

The students have made a lesson of the “skipper sailingboat” on the boat.

Lesson on the boat



Lesson of the captain motoryacht for operators



Lesson of the captain motoryacht for students



Results

The last lesson of the courses was held October 24, 2012. At the end of the lesson was given at participants the attendance certificate.

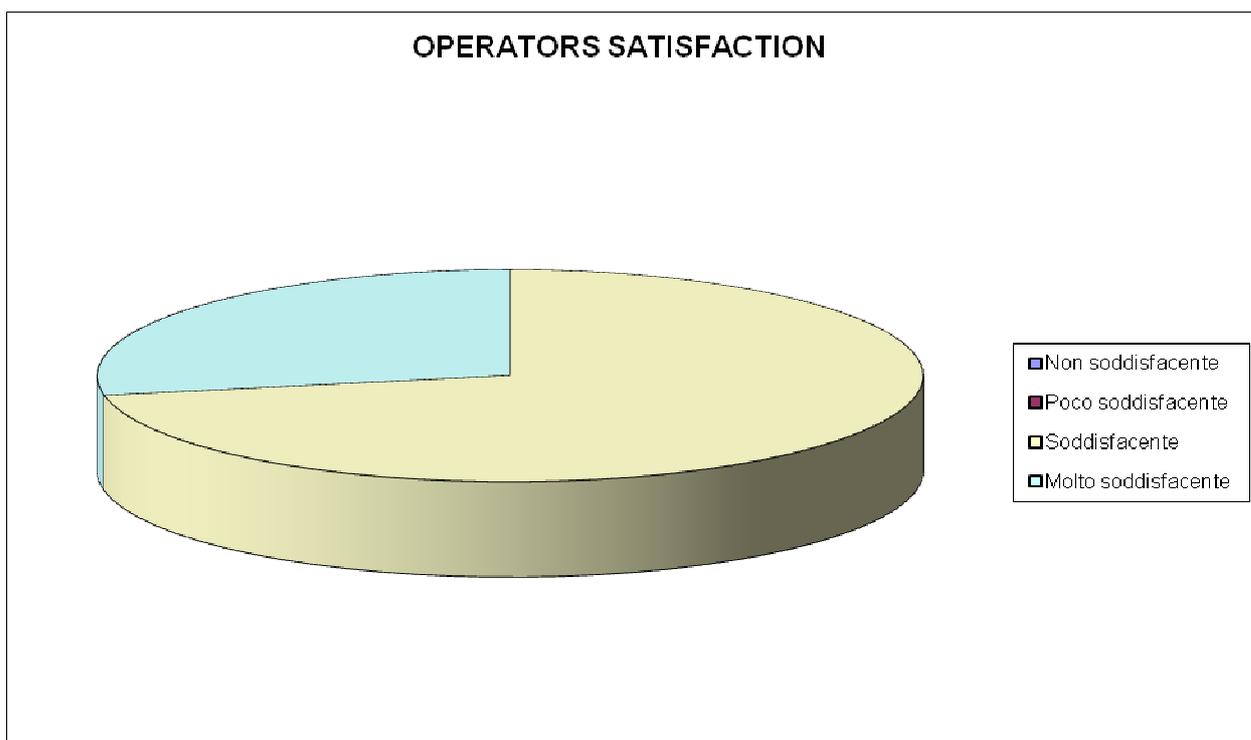
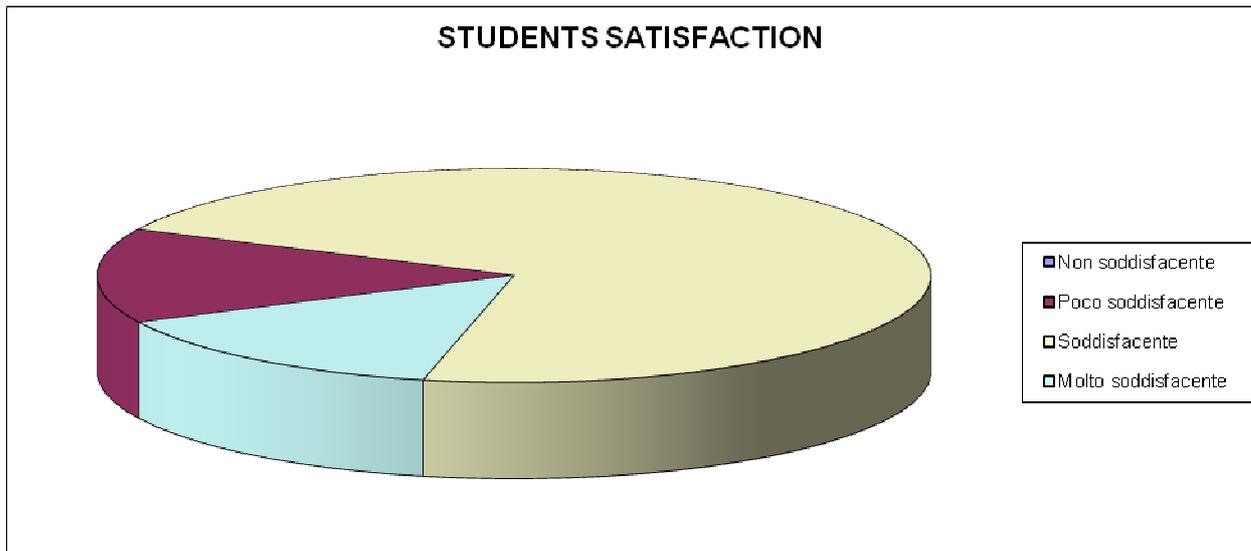
Student of “Istituto Nautico Buccari” di Cagliari while she received the certificate



Operator while he received the certificate



All participants completed a questionnaire of satisfaction of the course and the results are:



PILOT PROJECT 4

ENCOURAGEMENT AND SUPPORT OF BUSINESS ACTIVITIES IN THE NAUTICAL TOURISM SECTOR EOAEN



Introduction

The main goal of this program is to reinforce the innovation potential of SMEs in the nautical tourism sector. This will be achieved with the development of networks between the public and private sectors, aimed at promoting a common touristic competitive identity for the Mediterranean islands at a global level.

In the scope of the project, EOAEN suggested planning and implementation of a pilot action, which was accepted by the project partners; the objective of such action is the "Establishment and training of a team of mentors to support development of business activities in the area of nautical tourism".

The aim of the pilot project is to support the activities of existing structures within the EOAEN partners' facilities (or develop new ones), for the motivation, encouragement, technical assistance and support for business development in the area of nautical tourism, especially by young people, unemployed, women and other vulnerable island resident groups.

The scope of the pilot is to set up to each member partner of a team of animators and mentors, which after passing through a process of education and training will be networked, thus, setting up of an effective mechanism for mobilization at the local level, the residents in their regions, towards the development of modern and competitive business initiatives, with the help of tools and methodologies developed under this pilot project.

A secondary effect of this action has been training groups of potential entrepreneurs who are interested in developing activities in the nautical tourism sector.

Description and targets of the pilot project

The main goal of the pilot project is to support the activities of existing structures (or develop new ones), for the motivation, encouragement, technical assistance and support for

business development in the area of nautical tourism, especially by young people, unemployed, women and other vulnerable resident groups of the islands.

Assumptions taken into consideration for the development of the requirements of this pilot action

As a matter of fact, this pilot action pays emphasis on the support of island residents (especially vulnerable groups) to establish small businesses (at a personal or company level). Such emphasis arises both from the existing state of entrepreneurship on the islands and also from the impact the financial crisis has had on it and on the insularity of these islands.

The main characteristic of business on the islands is that these are mainly small, family businesses that employ an average of one and a half person each. These characteristics create a series of particularities:

- The particularity of quantity of produced products/services, meaning island businesses do not have the infrastructure to produce the quantities that may be required by the Greek or international markets; the ones that do have such infrastructure are large businesses already in the market.
- This particularity forces us to face the feeling of fear and introversion of island entrepreneurs for who it is very difficult to think that they have the potential to enter the great market; the numbers scare them.
- This particularity also creates a significant knowledge deficit for entrepreneurs as to the necessary procedures they must follow while at the same time, there is a lack of product promotion and advertising mechanisms at local level.

The second basic assumption taken into consideration is the impact the economic crisis has had on island entrepreneurship. And this because while it is the nature of business planning to require entrepreneurs (existing or potential) to forecast future events, under the current state of affairs this presents a problem.

And this because we have entered an indefinite economic crisis which has a significant social impact. And all the signs tell us that it will be a long one. Under these conditions the risks arising from the constantly worsening environment are magnified: Small and very small businesses are not the vulnerable recipients of the negative impact of the external environment, they find themselves in the “eye of the storm”.

The crisis sets the ground for renegotiation of the mission and policies and business targets of every company and small entrepreneur. These must be re-determined from scratch. There is no precedent to this crisis we are experiencing. There are no ‘ready-made recipes’ and those who say there are, do not reflect reality.

If the above assumption is correct, the old tools are not effective in the new and constantly changing negative environment before us. Experiences from the past, old knowledge and old solutions are not effective. We must seek new ones.

It is a well-known fact that not being able to control the environment in which we do business is the main reason for increased uncertainty and sense of danger. This is even more visible during a period of crisis. The worsening economic and overall social environment, meaning the factors that one cannot control, take risks at an even higher level. This means that every business planning effort must first and foremost start with an effort to

create a stable environment, an environment we can control.

If we cannot make this happen, then every solution we chose will be stillborn, like a feather in the wind.

But is it possible to form an environment of stability? To a great extent, it is. It is if we fully understand and utilize the resources that we have which can be utilized our own decision and if we minimize use of resources for which the utilization potential is provided to us by others. It is this procedure that minimizes uncertainty and the risks that arise from a non controlled environment.

And hence the two directions of the action on which we were based in structuring the training programs. To identify, record and understand the potential and resources that we have on the one hand and on the other to try and define something “different” that will come to play after the end of the crisis.

Lastly, the services the structures of the partners can offer can be effective only to the extent they take into consideration the island nature of the geographical region in which they are engaged. In this context, these must address a wide audience and have the organization and functions that can be accessible to all members, no matter where these are.

The effect of the pilot action

Our end goal must be the creation of integrated service to encourage and support entrepreneurship in the nautical sector, with the following properties:

1. Comprehensiveness, meaning able to provide all individual services that are necessary to provide encouragement and support to vulnerable groups of island residents in an effort to develop business initiatives (information, rationalization, motivation, personal start-up guidance)
2. Effectiveness, meaning operation based on pre-determined targets and monitoring indices
3. Address a wide audience, meaning provision of services to the greatest possible number of recipients, naturally in direct proportion to their subjective and objective capabilities and available resources.
4. Long-term nature, meaning ensuring the conditions for continuation of the services after the program has ended.
5. Based on the above, EOAEN has undertaken and implemented the following in the scope of this pilot action:
 - A guide for the development of an integrated support mechanism for nautical entrepreneurship.
 - Training package, tools and methodology addressed to animators for the development of nautical business activities in the islands.
 - Training package, tools and methodology addressed to the persons interested in developing nautical business activities.
 - Pilot animator training program.
 - Pilot training program for potential entrepreneurs.

Implementation of the pilot project

In the context of the pilot project and according to the targets set in cooperation with its partners, EOAEN produced the following:

A guide for the development of an integrated support mechanism for nautical entrepreneurship.

The guide includes the following:

Mission and vision of a mechanism for the support of entrepreneurship:

Based on the brief analysis above, the proposed strategy for the support of entrepreneurship in the scope of the Chamber, is: Provision of integrated services to entrepreneurs and businesses without exclusion based on the size of a business or the location of its facility.

We perceive the concept of “integrated services” as all the services an entrepreneur needs to decide on issues associated with the design and development of the business, especially issues related to nautical tourism, in an environment of relative uncertainty.

We perceive the concept of “no exclusions” as services provided over time and on location with methodologies that are compatible for each entrepreneur, in whatever location and especially in the smaller islands of the prefecture.

In order for this mechanism to be effective it must:

- Be a specific service provided to island residents by each Chamber. This service must have a specific content, be provided in a specific manner / methodology, be monitored by a number of indices and must evolve and adapt to the needs of students/graduates to who it is addressed.
- Be provided by staff members with the necessary knowledge, skills and qualifications who are mainly engaged in the field.
- Staff members offering this service must have the appropriate technical support (rooms, equipment, etc.).
- Entrepreneurship support mechanism staff members / animators:
- Must be professionals whose mission and objective is to support local communities in understanding their position, to motivate their thinking and select development procedures using the potential nautical tourism offers;
- Will help local island communities and entrepreneurs in meeting their targets by bringing the skills and knowledge for any procedure the community is engaged in, so it can meet its specific targets;
- Will act as a support mechanism so that the community and entrepreneurs can meet their targets;
- will identify the training requirements in the scope of the targets of each entrepreneurs separately and will support the appropriate persons in acquiring the necessary skills;
- will have the managerial skills necessary for implementation of the specific plans and for enlistment of local entrepreneurs and communities;

- will be in contact with the organizations operating in the specific area and will be aware of all issues associated with their activities;
- will be in touch on a regular basis, with other animator groups in the specific area in order to exchange ideas and experiences.

The professional duties and functions of the animator and of the mechanism for the support of entrepreneurs

a. Business organization / operation services

Local animators will provide services to entrepreneurs for the development of new business initiatives, direction for utilization of existing resources (using the potential of nautical tourism), will provide advice on starting up a business or the expansion of existing activities. Special emphasis must be paid to the provision of corresponding services to new entrepreneurs.

b. Business development and marketing services.

Local animators will provide support services to entrepreneurs for the development of their businesses, assistance in the production of new products/services, development of promotion and advertising programs and opening to new markets.

c. Fund-raising services

Local animators will provide technical fund-raising assistance to businesses for participation in national and EU community financing programs.

Training material for animator training

Development of the training material for animator training presented in the table below was based on the above assumptions on which the desired effect of the pilot project were structured and on the targets and mission of the support mechanism:

| | | |
|---|--|--|
| <p>Targets</p> <p>Establishment of an effective documentation and information mechanism</p> | <p>Target implementation conditions</p> <ul style="list-style-type: none"> Understanding that business consultancy is part of an integrated system and identification of the various priorities of this system Understanding the overall operation of the various programs and the manner in which they can be utilized | <p>Training means and material that support the targets and meet the conditions</p> <p>Introduction and discussion: Integrated business consultancy system Introduction and discussion: The logic behind the National Strategic Reference Framework programs The new programming period. Group exercise: Synergies of the system and consultancy procedures with other actions in the local community.</p> |
| <p>consultant's role and objective</p> | <p>role of the entrepreneurship consultant</p> <ul style="list-style-type: none"> Agreement on a commonly accepted definition of the entrepreneurship consultant and determination of his role Agreement on the professional profile and the necessary knowledge, skills and qualifications of the entrepreneurship consultant | <p>for the development of business activities</p> <p>Introduction and discussion: Definition of the entrepreneurship consultant Group exercise: The professional profile of the entrepreneurship consultant</p> |
| <p>Agreement and understanding on the basic principles and services of the business consulting services</p> | <ul style="list-style-type: none"> Creation of a common reference framework in relation to the consulting procedure Identification of the particularities of business consultancy (in relation to career consultancy) especially when addressed to young persons Association with the definition of the business consultant and agreement that the main objective of the consultant's job is to transfer 'useful information' aimed at motivating business activities | <p>Introduction and discussion: Basic principles of consultancy Introduction and discussion: The particularities of business consultancy especially when addressed to young persons, experiences of participants, experiences from other population segments and groups Presentation and discussion of examples and information that could motivate various population groups to develop business activities</p> |
| <p>Familiarization of participants with the contents and procedures for preparation of a business plan.</p> | <ul style="list-style-type: none"> Agreement that in the end every one can develop a business activity based on the his/her personal knowledge, skills and qualifications Agreement that the size of success depends on the risk each is willing to take and understanding the term "business risk" Use of a simple methodology with which we can provide support to respondents to develop innovative business activities | <p>Introduction and discussion: Methodology for the examination and identification of business skills and qualifications Game: "What is this?" Introduction: Definition of Risk and personal risk assumption and decision making system Group exercise: Decision-making process Introduction and discussion: Methodology for the development of new business ideas Introduction and discussion: Requirements that the business idea meets. Market research and segmentation procedures</p> |

Pilot implementation of an animator training program

During the pilot implementation of the program, which took place 1-4 October in Heraklion, in cooperation with the Heraklion Chamber of Commerce (the Greek partner in the program) we had the opportunity to test the design, training material and training methodology we developed.

Twenty persons with the following characteristics participated in 7-hour a day pilot training workshop:

- Adult educators and persons responding to an open call for expression of interest
- Unemployed persons who had expressed their interest in being engaged professionally in the nautical tourism business support sector
- Professionals who wished to expand their horizon as regards their professional potential.
- An attendance certificate was issued to all participants
- The goal of the pilot training session:
- Acquisition by participants of a common perception, view and attitude towards the role and objective of the business consultant.
- Agreement on and understanding of the basic principles and procedures of business consultancy in the nautical tourism sector by the partners' entrepreneurship support structures.
- Familiarization of participants on the contents and procedures of a business plan.
- Establishment of an effective documentation and information mechanism.
- Staff networking

Implementation methodology:

The training workshop design and implementation methodology was based on adult training techniques (promotion of active and experimental learning, hands-on training, interaction between trainers and trainees) and included: Brief Introduction, Case Studies and group projects, Open discussion on individual subjects, Enactments, Games

Content:

The training seminar was divided in 7 inter-connected modules, each one examining a specific individual subject and preparing trainees for the next module.



Detailed daily schedule of training workshop

| Day | Subject | Content | Speakers/ |
|--|---|--|--|
| <i>Introduction to the program</i> | | | |
| Day 1 | Kick-off - Welcome Introduction to the program, presentation of modules, program objectives and goals | Welcoming of participants Presentation of the training program, the objectives, goals | Panagiotis Lambropoulos - economist, business consultant |
| | Business development opportunities in the nautical tourism sector | Introduction, discussion | Specialist on nautical tourism issues |
| <i>Day 2: Basic consultancy principles on the development of business activities in the nautical tourism sector</i> | | | |
| | <i>Basic consultancy principles</i> | The necessity of basic consultancy principles | Panagiotis Lambropoulos - economist, business consultant- Irina Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |
| | Basic consultancy principles | Support and encouragement procedures | Panagiotis Lambropoulos - economist, business consultant |

| | | | |
|--|---|--|--|
| | | | Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |
| Consulting procedure and the business consultant | | | |
| | Basic business consulting principles | The particularities of business consultancy especially when addressed to unemployed persons, experiences of participants, experiences from other sectors and groups of the population | Panagiotis Lambropoulos - economist, business consultant Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |
| | The feasibility of business consulting | What is entrepreneurship and how do we perceive it The need to support individuals for the development of business activities | Panagiotis Lambropoulos - economist, business consultant Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |
| | Objective and profile of the business consultant | Definition of the entrepreneurship animator The professional profile of the entrepreneurship animator | Panagiotis Lambropoulos - economist, business consultant Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |
| Module III: Entrepreneurship in the nautical tourism sector | | | |
| Day 3 | The role and procedures of information/motivation for the development of business activities Business opportunities in the nautical tourism sector | What is information and what kind of information we must transfer so it can have a motivational character Is today the environment favorable for the development of business activities by unemployed persons? Which are the drivers? <i>What are the business?</i> | Panagiotis Lambropoulos - economist, business consultant Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |
| Module IV: Business planning - consulting tools | | | |
| | Business persons and the business idea | Risks and decision making process The business idea | Panagiotis Lambropoulos - economist, business consultant Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality |
| | “Where do we start from” or examination and understanding of the potential of each person to develop personal or group business activities | Methodology for the examination and identification of business skills and qualifications | Panagiotis Lambropoulos - economist, business consultant Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |
| | Market research and segmentation | Market in which a business idea could be successful. | Panagiotis Lambropoulos - economist, business consultant Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |

| | | | |
|---|--|--|--|
| Day 4 | Developing marketing programs | Methodology for the development of a marketing program | Panagiotis Lambropoulos - economist, business consultant |
| | Financial planning | Basic principles of financial planning | |
| <i>Module V: Information and documentation for consultant and user</i> | | | |
| | Supporting entrepreneurship of the unemployed | Enhancement of entrepreneurship policies and procedures (NSRF) | Panagiotis Lambropoulos - economist, business consultant |
| <i>Module VI: Consultancy services systems</i> | | | |
| | System inflows and procedures | Presentation of an integrated consultancy system on entrepreneurship | Panagiotis Lambropoulos - economist, business consultant |
| | Synergies with other actions in the society | System synergies and consulting procedures with other actions in the society - Actions | Panagiotis Lambropoulos - economist, business consultant |
| | Evaluation of the training seminar - conclusions | | |

Training package, tools and methodology addressed to the persons interested in developing business activities in the nautical sector

The table below presents the priorities of the training package addressed to potential nautical tourism businesses, the development of which was based on the above assumptions on which the project effect was structured, meaning the characteristics of island businesses, the impact the crisis has had on business activities and the impact of insularity:

| Targets | Target implementation conditions | Training means and material that support the targets and meet the conditions |
|---|---|--|
| Familiarization of participants with the contents and procedures for preparation of a business plan | <ul style="list-style-type: none"> – Agreement that in the end everyone can develop a business activity based on the his/her personal knowledge, skills and qualifications – Understanding the crisis and the business environment that may develop after it is over – Agreement that the size of success depends on the risk each is willing to take and understanding the term “business risk” – Use of a simple methodology for the development of new business ideas in the nautical tourism sector | <p>Introduction and discussion: Business planning in a crisis</p> <p>Presentation and discussion: Methodology for the examination and identification of business skills and qualifications</p> <p>Game: “What is this?”</p> <p>Introduction: Definition of Risk and personal risk assumption and decision making system</p> <p>Group exercise: The decision making process</p> <p>Introduction and discussion: Methodology for the development of new business ideas</p> <p>Introduction and discussion: Requirements that the business idea meets.</p> <p>Market research and segmentation procedures</p> |

Pilot implementation of a training program for potential entrepreneurs in the nautical tourism sector

During the pilot implementation of the program, which took place 22 and 23 October in Samos, in cooperation with the Samos Chamber of Commerce we had the opportunity to test the assumptions, training material and training methodology we developed.

Twenty two persons with the following characteristics who responded to an open call for expression of interest attended the pilot 5-hour a day training workshop:

- Unemployed, employed or self-employed persons interested in learning or developing a business activity in the nautical tourism sector
- An attendance certificate was issued to all participants

Goal of the pilot training program:

- Acquisition for participants of a common understanding, view and attitude regarding the role of nautical tourism and the potential of developing innovative business activities in this field.

- Acquisition by participants of techniques for the development of innovative business ideas in the nautical tourism sector.
- Outlining the business plan for the development of a business in the nautical tourism sector.

Implementation methodology:

The training workshop design and implementation methodology was based on adult training techniques (promotion of active and experimental learning, hands-on training, interaction between trainers and trainees) and included: Brief Introduction, Case Studies and group projects, Open discussion on individual subjects, Enactments, Games

Content:

The training seminar was divided in 5 inter-connected modules, each one examining a specific individual subject and preparing trainees for the next module.



Detailed daily schedule of training workshop

| Day | Subject: | Content: | Speakers/ |
|--|--|---|--|
| <i>Introduction to the program</i> | | | |
| Day 1 | Kick-off - Welcome Introduction to the program, presentation of modules, program objectives and goals | Interviews with participants, presentation of each participant Presentation of the training program, the objectives, goals and methodology | Panagiotis Lambropoulos - economist, business consultant Irina Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |
| | Strong points of a potential business person | Presentation of personal achievements Who am I, what do I want to do and where | Irina Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI) |
| | Business development opportunities in the nautical tourism sector | Introduction, discussion | Panagiotis Lambropoulos |
| | Understanding the crisis. What will be the business environment after the crisis | Introduction and discussion in the class | Panagiotis Lambropoulos, Irina Mari |
| <i>Module II: Entrepreneurship in the nautical tourism sector</i> | | | |
| Day 3 | The role and | What is information and | Panagiotis Lambropoulos - economist, business consultant |

| | | | |
|--|---|--|---|
| | <p>procedures of information/motivation for the development of business activities</p> <p>Business opportunities in the nautical tourism sector</p> | <p>kind of information must we transfer so it can have a motivational nature</p> <p>Is today's environment favorable for the development of business activities by unemployed persons?</p> <p>Which are the drivers?</p> <p>What are the barriers?</p> | <p>Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI)</p> |
| <p>Module IV: Business planning - consulting tools-</p> | | | |
| | <p>Business persons and the business idea</p> | <p>Risks and decision making process</p> <p>The business idea</p> | <p>Panagiotis Lambropoulos - economist, business consultant</p> <p>Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI)</p> |
| | <p>"Where do we start from" or examination and understanding of the potential of each person to develop personal or group business activities</p> | <p>Methodology for the examination and identification of business skills and qualifications</p> | <p>Panagiotis Lambropoulos - economist, business consultant</p> <p>Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI)</p> |
| | <p>Creating new business ideas</p> <p>Market research and segmentation</p> | <p>Market in which a business idea could be successful.</p> | <p>Panagiotis Lambropoulos - economist, business consultant</p> <p>Irini Mari - Psychiatrist, head of the consulting office of the Research Center on Equality Issues (KETHI)</p> |

Results

Reversal of the existing situation on our islands requires the creation of restructuring mechanisms which, having instantiated the cause of the problem, which everybody agrees is the special characteristics of insularity leading to high cost of production, must regroup the production means and resources in order to restore the balance with market conditions.

The intervention parameters of these restructuring mechanisms are:

- The endogenous development potential (resources, skills of human resources, technical know-how, tradition) is a crucial factor in enhancing competitiveness.
- The level of infrastructures (basic and specialized) which must be upgraded so they can become a magnet for new activities.
- Business initiatives are the crucial link in the development effort.
- Development statutes/agencies: the statutory framework must provide the appropriate incentives for utilization of comparative advantages while the agencies play a crucial role in the design, implementation and monitoring of development programs.

Promotion of modern ideas on development and employment, the creation of a climate of trust and cooperation at team level, creation of self-confidence, relinquishment of passive and negative attitudes, etc., require interventions that use special mechanisms adapted to a local community with the multiple aforementioned particularities.

Agencies representing entrepreneurs who exercise their business activities on the islands and especially the Chambers must play an important role in the development of this new business culture, by developing and participating in such actions, which have a multiple effect on local communities but also act as an example and a pilot.

Through the design and experimental application of the pilot action “Establishment and training of a team of animators and mentors to support development of business activities in the area of nautical tourism” EOAEN is in a position to provide to its partners/Chambers the tested tools and methodologies that can be useful in their effort to establish and operate support mechanisms for entrepreneurship and for the local community as well.

Such tools are “open”, meaning they can be easily adapted to each case and each sector of a local financial activity. In this context, selection of nautical tourism as a reference sector in this instance, can be only considered indicative.

Specifically, EOAEN makes available the following to its partners/Chambers:

- A guide for the development of an integrated support mechanism for nautical entrepreneurship.
- Training package, tools and methodology addressed to animators for the development of nautical business activities in the islands.
- Training package, tools and methodology addressed to the persons interested in developing nautical business activities.
- Training program for animators and business consultants.
- Training program addressed to potential entrepreneurs.